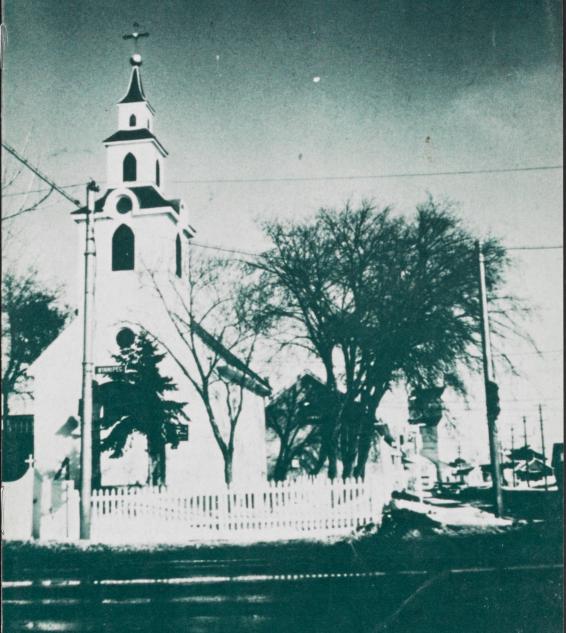


APRIL, 1975





New Appointment — Sears

MR. RICHARD F. KOPP, formerly Inspector, Dept. 180, was appointed Section Head, Dept. 155K, Heavy Goods Returns and Reconditioning, on Jan. 20th. Mr. Kopp first joined the Company as a warehouse-person in Oct., 1968. He worked on a part-time basis while attending school and rejoined our regular staff in September, 1973. Mr. Kopp assumed his present responsibilities on Oct., 1973.

SIMPSONS DIGGER EXECUTIVE

Managing Editor	TOM FITZ-GERALD
Associate Editor	VIVIAN S. WELCH
(Simpsons Sears)	GARRY GABRIELLE
Production Editor	SUSAN KLATT
Reporting Editors .	D'WAYNE SMITH
(Simpsons Sears)	JEANNE MOLNAR
(Simpsons Sears)	STAN JOHNSON

New Appointment—Simpsons

MR. ALAN L. ANDERSON was appointed Assistant Manager for the Credit Department.

SUGGESTION AWARDS - SEARS GENEVIEVE BRESCIANI

GENEVIEVE DIESCIANI	
Dept. 153 (Customer Accounts)	\$25.00
Suggested that address part on C.O.D. labels be enlarged.	
DAVID FLAMAN	
Dept. 382 (C.S.O. Supervision)	\$25.00
Suggested new form to be completed when submitting wage voucher.	
THERESA LANG	
Dept. 156	\$25.00
Suggested new form for major inventory discrepancy.	
BEVERLEY WRIGHT	
Dept. 194 (Elevators)	\$25.00
Suggested fans be installed in elevators.	
KAY MERNITZ	
Dept. 92 (Bargain Centre)	\$25.00
Suggested that a column for delivery charges be added to daily report forms for Cash Office.	
HELEN LINDEMANN	
Dept. 134 (Routing and Labelling)	\$25.00
Suggested catalogue state name plate takes up to 17 spaces or letters.	



OUR COVER STORY FOR THIS MONTH

The Holy Trinity Serbian Orthodox Parish was founded in Regina in 1916. From its original location on McAra Street, the church was moved to its present site at Winnipeg Street and 11th Avenue in 1947. The setting, peculiar to the prairies, has attracted local and visiting artists and photographers alike. Heirs of St. Sava, patron saint of the Serbian Orthodox faith, established their first church in America at Jackson, California in 1894. The congregation of Holy Trinity will celebrate 60 years of worship in Regina in 1976. The motto of the Canadian Serb is: "My Home is My Freedom"!

We thank Mary Swalm, General Accounting, for lending us her slide of the Holy Trinity Serbian Orthodox Parish.

0

SIMPSONS SUGGESTION AWARDS

ED LARSON Retail Operating	\$15.00
Suggested installing an extension phone close to the freight elevator on the receiving	410.00
NOVIA BUCHAN	
Patterns and Yard Goods	\$10.00
Suggested signing for the wool department and the pattern counter. BOB SIBBALD	
Caretakers and Watchmen	\$20.00
Suggested something be put across the west furniture unloading door to prevent trucks from backing into the wall.	
CEDALD FOY	
formerly Radio Service Suggested selling used water heaters to Heath Water Heater Rentals.	\$20.00
SONIA SAGASZ	
Housewares Suggested purchasing new Canadian flags for the store.	\$10.00
BETH DUNAJSKI	
Retail Operating	\$15.00
Suggested doing daily balances in the Post Office. PEGGY EBERLE	
Contingent	\$10.00
Suggested catalogue order desk have a yardage chart with prices. DINA YIANNITSOS	
Men's Clothing Alteration	\$25.00
Suggested salesman's number be put on alteration tickets and suggested keeping Saturday as an open day in the alternation workroom to allow for quick service.	
LARRY BODNAR	
Warehouse Operating Suggested all credit notes and adjustiing entry numbers accompany bills to the warehouse.	\$10.00
MATT PATRON	
Radio Service	\$20.00
Suggested making a small map showing how to get from the store to the warehouse. SOPHIE OSHANEK	
Померия	\$15.00
Suggested making a fitting room for Dept. 858.	
JESSIE FEE Ladies' Shoes	\$10.00
Suggested putting a menu at the entrance of the cafeteria.	dialy.
MARGARET MILLIG General Accounting	\$20.00
Suggested moving plug-ins in general office to under the desks instead of having them in the	4=0.00
aisles. CATHY KUNTZ	
Cosmetics	\$15.00
Suggested substitute sales bills, credit to account cards and cash return books be placed in the cash bag which will be taken to the Cash Office at night.	
DIANNE POLLOCK	
Handbags and MAY HOGG, Men's Furnishings Both suggested signing for public telehones on main floor.	\$10.00
CLARA SHILLINGFORD Formerly Retail Operating Suggested a sign be placed by the Post Office wicket saying utility payments are accepted in	\$10.00
the Credit Department.	
PAT MILLIG	210.00
Radio and Television Suggested china department office have better lighting.	\$10.00
BRENDA ODDO Ladies' and Children's Shoes	
Suggested a sign for the fitting rooms in Dept. 841.	\$10.00
BILL KUHN	
Vacuums Suggested pet shop needed a larger waste container.	\$10.00
DOROTHY WILK	
Garden Shop Suggested up-dating floor directories.	\$10.00
MONICA McAFEE	
Boys' Wear	\$15.00
Suggested extra lighting over the boy's area for matching colours. JOYCE GRAFF	
Credit	\$10.00
Suggested a change in ticket counting procedure in the Car Park. WAYNE KUNTZ	
Formerly Radio and Television	.\$15.00
Suggested installing a fan in the television room to give it better ventilation.	
Fur Salon	\$20.00
Suggested installing locks on fur coat display cases.	117 100
FRED EDEL Fur Salon	\$10.00
Suggested clothing alteration room be painted.	3

FLORENCE UNSER
Tobacco \$10.00
Suggested moving the Stationery sign.

KITTY PARSONS
Ladies' Dresses
Suggested repairing the flooring in Dept. 834 stockroom.

Suggested repairing the flooring in Dept. 834 stockroom. TINA FRANKS

Suggested moving towel container in the basement washroom.

\$15.00

SIMPSONS SOCIAL SCENE

We wish to thank everyone who participated in another successful Simpsons Bridalfair. The event was held at the Regina Inn March 9th and 10th.

Saw a good turnout for the Simpsons Irish Bingo night, March 11th. The prizes were in Green and included such items as a man's Komna, lady's blouse, towel set, electric can opener, electric mixing set. The door prize was a bun warmer.

Congratulations to ERWIN and Maria WAGNER, C & W, on the birth of a son,

Jarrod Donald, March 3rd, 1975.

A bouquet of roses was presented to MARIETTA ROLLINGS when she left Dept. 813.

GORDON BLACKMORE received a vest when he left the Dept. to go back to his

home town of Moosomin.

Retail Operating

Thursday, March 20th, KATHY COPELAND, Dept. 803, left to be married and to move to Calgary. The staff of 803 presented her with a cash register charm, a pendant and rose.

BEPPIE BROSTE, Dept. 886, has left the Dept. to move to Assiniboia. She received

a lovely cup and saucer from the staff.

BELL DRAPER of 801 leaves with the gang on the 16th of June, when they celebrate 25 years with Simpsons.

BETTY HALLWACKS has just returned from Hawaii where she had a wonderful time, but reports no beach boys caught up to her. Better luck next time, Betty!

MR. MANZ, Manager of Dept's 802 & 807, also had a beautiful Hawaiian tan after

a two week vacation.

PAM HOLBROW left the Credit Dept. March 1, 1975 to move with her husband to Victoria, B.C. The Credit Dept. presented her with a "basket" purse and box of chocolates.

IVY ADAMS and FREDA WATSON, Credit Dept., are basking in Hawaii's sunshine. Time to turn over girls!





Linda Ray, Sonya Rublack, Marsha Kennedy

SEARS EMPLOYEES RECEIVE AWARD

On February 11th, 1975 The United Way of Regina presented the Employees of Simpsons-Sears with a five year "Outstanding Citizen Award". This award was given to the employees of Simpson-Sears in recognition of their more than Fair Share Pledges to the United Way of Regina. Mr. Ray L. McClelland, Chairman of Simpsons-Sears Charitable Fund accepted the award on behalf of the staff. Congratulations are extended to all those who helped in making the drive for pledges a success and THANKS TO YOU — IT'S WORKING!

RETIREMENTS



On January 31, 1975 EDWARD KAINZ of the Retail Tailor Shop retired from the Robert Simpson Co. after 10 years of service.

Ed started with the company on July 7th, 1964. He has worked under 3 managements: Mr. B. Brylack, W. Woodall, and now Mrs. M. Huzina.

Ed was married with 2 children, both married. Ed lost his dear wife in 1970. His hobbies are gardening, fishing, travelling and spending time at his beach cottage.

Ed was very appreciative of the special Coffee Party the Workroom Alteration staff put on in his honour. He wishes to express his thanks for the many gifts he received and the personal congratulations from his friends and Store eneral Management. Best of luck in your future Ed.

Youth is happy because it has the ability to see beauty. Anyone who keeps the ability to see beauty never grows old.

- Kranz Kafka.



Lil was born and educated at Spalding, Sask. and lived on a farm. She moved to Regina in 1930.

Lil originally started to work for the company in 1951 for the Christmas rush and was laid off. She returned 2 years later to work in Catalogue Shopping. Over the years she has worked under several Managers and Supervisors: Mr. Hall, Mr. Milley, Mr. Milliken, Mr. Featherstone, Mr. Amell and before her retirement, Mr. R. Helmsing. Lil was a Senior Sorter for many years.

Lillian has 5 children, 11 grandchildren. She enjoys travelling, knitting, and is a hockey fan. Best of luck, Lillian.



Aboard a ship a magician was entertaining the guests — all except a parrot hanging nearby. Everything, including a pigeon that was mada to disappear was greeted by a shout of "Faker!" from the bird. Suddenly an explosion destroyed the ship, and the parrot landed on a raft occupied by the magician. After two days of merely sitting and staring at the man, the bird finally admitted: "All right, you win! What did you do with the ship?"

Welcome 25 year club

TERRY ARMITAGE celebrated years service with Sears on April 22nd,

1975.

Terry was born and educated in Regina, receiving her education at St. Joseph and at the Sacred Heart Academy.

She first came to work for the Company in 1941 for only a short time. She returned in September, 1947, as a checker up 'till she was layed off after the Christmas rush in December. In 1948 she came back to work as a mail filler. Sept 21, 1953 Terry was transferred to the Shoe Room until Nov., 1955 when she went to work for the Traffic Dept., under Mr. Bobbitt; and then later to the Customs Department. In June, 1958 she left us when her husband got a transfer out of the city; returning in Sept., 1960 to Customs. She is now working for Mr. B. Jolly in #180, Service of Supply.

Terry enjoys golfing, bowling, curling,

and is an ardent football fan.





On Feb. 7, 1975, Mrs. I. STEPHEN-SON (Stevie as she is called) joined the 25 year club with the Robert Simpson Company. Stevie first started working in the office of the Hardware Dept., with Mr. Dick as her first manager, then Mr. B. Currie, Mr. March, Mr. J. P. Ryan and now Mr. Gordon Grimes and Mr. George Durbin.

Stevie is married with 2 children, both married. This is her second 25 year trip — the first trip was with her husband, Bill in 1966, who worked for Simpson Sears for 30 years. Her hobbies are community services, choirwork, and

her fun thing is bridge.

Mr. George Durbin, Manager of 856, presented Stevie with a beautiful electric coffee perk on behalf of her many friends here at the Simpsons.

Congratulations Stevie!

SEARS ANNIVERSARIES

20 YEARS AND OVER GORDON MacROBBIE — Group 2 — March 8, 1975

ANNE McDOUGALL — Packing — March 11, 1975

HELEN MONDRY — Catalogue Shopping — March 14, 1975 20 YEARS 35 YEARS 20 YEARS 20 YEARS DOROTHY JOHNSTONE — Catalogue Shopping — April 5, 1975 WILLIAM FARR — General Manager — April 8, 1975 GWENDOLINE WHITE — Dept. 156 — April 11, 1975 IRENE SAUER — Cash Office — April 12, 1975 35 YEARS 20 YEARS 30 YEARS GERALD BOBBITT — Distribution Supt. — April 14, 1975 35 YEARS ANNE POLOWICK — Returns Dept. — April 18, 1975 20 YEARS THERESA ARMITAGE — Service of Supply — April 22, 1975 25 YEARS VERA BAGULEY — Telephones — April 28, 1975 20 YEARS

A new barber nicked a customer badly in giving him a shave. Hoping to restore the man's feeling of well-being, he asked solicitiously, "Do you want your head wrapped in a hot towel?" "No thanks," said the customer, "I'll carry it home under my arm."



SIMPSONS PROFESSIONAL SELLING COURSE

The 33rd class of Simpson's Professional Selling Course graduated on March 4, 1975. Certificates and the Gold Star Award were presented by Mr. Huggins, Store Superintendent. Mrs. Eileen Gnius from Department 844 was the winner of the Gold Star Award.

BACK ROW (left to right): Dave Fehr, Eileen Gnius, Glenn Miller, Gary Chudzik, Don Achtymichuk, Danny Berehula, Mr. E. V. Huggins.

FRONT ROW (left to right): Sharon Mitschke (Conference Leader), Beryl Anderson, Terry Dunn, Clara McMillan, Jeanne McCulloch.



JOB RELATIONS TRAINING COURSE - SIMPSONS

The 15th class of Job Relations Training graduated on February 28, 1975. Certificates were present by Mr. F. D. Blair, Divisional Merchandise Manager.

BACK ROW (left to right): Mr. F. D. Blair, Mr. Fred Edel, Mrs. Rose Proctor, Mrs. Dorothy Wilson, Mr. Tom Fitz-Gerald, Mrs. Elaine Giczi (graduate from the 14th class), Mr. Robert Giblett, Mr. E. V. Huggins (Conference Leader).

FRONT ROW (left to right): Mrs. Laura Belteck, Mrs. Nora McCann, Miss Terry Dunn, Mrs. Marie Smith, Mrs. Nettie Hruszka.

BLOOD TRANSFUSION SERVICE

January 22, 1975.

Mr. W. A. Farr, General Manager, Sears Limited, Broad and 4th Avenue, REGINA, Sask.

Dear Mr. Farr:

We wish to report the success of the Blood Donor Clinic held on your premises on Wednesray, January 15, 1975. Mrs. T. J. Haughton, City and Provincial Chairman for the Blood Recruitment, joins with us in our appreciation.

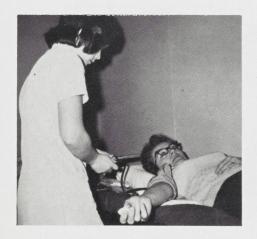
The Clinic was attended by 253 persons and 234 units of blood were realized. This was a very important Clinic coming after the Christmas and New Year holiday when the demand for blood is very heavy.

We regret that two of the donors suffered inconveniences after their blood donations. We have, however, passed for payment the cost of eyeglasss which had to be replaced as a result of feinting after the donation.

Again, our sincere thanks for your co-operation and to the members of your staff who participated in the promotion and the success of the Clinics, and to the blood donors.

Yours sincerely,
(Mrs.) Rollande Ring, R.N.
Director, Blood Recruitment for
the City of Regina.

RR/ap





SEARS BLOOD DONORS

MYRTLE BROWN, Dept. 157 donates for the 37th time.

PERRY JOHNSON, Maintenance, giving his 50th donation.

Unavailable for picture was Vivian Holland, Mr. Radford's Dept., who gave her 57th donation.

ANNUAL SOCIAL CLUB DINNER

The Annual Social Club Dinner was held at the W.K. Chinese Restaurant on January 21st, 1975. Mr. D. Tissington, Store General Manager, was the host. A delicious Chinese dinner was served and the highlight of the dinner was when Mrs. Novia Buchan entertained by reading Chinese Tea Cups.

The New Incoming Ex	cecutive:
PRESIDENT	Mrs. Novia Buchan — Dept. 827 Piece Goods
1st VICE-PRESID	ENT Miss Lil Camphaug, Wholesale
SECRETARY-TRE	ASURERMr. Roger Buchan, Dept. 813 Men's Furn.
LOWER FLOOR	REP.
& SECRETAR	YMrs. Dorothy Wilk, Dept. 856 Garden Shop
MAIN FLOOR RE	
	Miss Cathy Kuntz, Dept. 801 Drugs
2nd FLOOR REP.	Mrs. Novia Buchan, Dept. 827 Piece Goods
3rd FLOOR REP.	
4th FLOOR REP.	
5th FLOOR REP.	Mrs. Marg Demchuk, Credit Office
	Mrs. Madeline Deters, Stock Control

President, Mrs. Novia Buchan The Dinner Party



VISITORS TO SEARS REGINA CATALOGUE CENTRE

- Jan. 22 Mr. W. Zanewick, Merchandise Manager, Calgary Store.
- Jan. 24 Messrs. J. Hoeght and E. Adamson, Merchcandise Managers, Saskatoon, plus several division heads.
- Feb. 11 Mr. Ian Hammocks, D/704, Inventory Management Services, Toronto.
- Feb. 12 Mr. John Maine, Supervisor D/642 Plumbing and Heating, and Mr. Heinz Rieger, Buyer, Supplemental Heating.
- Feb. 20 Mr. A. E. Ionson, Supervisor D/637, Toronto.
- Feb. 26, 27 Mr. Norman W. Flynn, Catalogue Sales Manager, D/601, Toronto.
- Feb. 28 Mr. Walter Murray, Buyer, Color Television D/657, Toronto.
- Mar. 3 Mr. G. Pryor, Catalogue Sales Manager, D/629, Toronto.
- Mar. 4 Mr. Neil Whitmore, Supervisor, Paints & Wallcovering, D/630, Toronto.
- Mar. 17 Mr. T. Boehme, Manager, B.C. Distribution Centre, Vancouver.
- Apr. 2 Mr. W. B. Svenningson, General Merchandise Manager D/733M, Montreal.

ALMOST SPRING

WHEN the wives of delegates attending the Saskatchewan Dairy Association Convention were entertained at the Regina Catalogue Centre, there were about 95 guests present to enjoy a showing of fashions selected by Pat Haug. Organ moods by Alan Vanstone harmonized with each ensemble. Convenor was Doris Bennett, assisted by Ethel Swayze.

Models were Mae Balmos, Sharon Dyksman, Lyn Hinkson, Angie Reed and Ingrid Ulmer. Jean Chuckry was in charge of the wardrobe; Thelma Schulhauser, Vivian Posyniak and Marietta Brown assisted the models with their ensembles. The cover of the Spring and Summer Catalogue was artistically reproduced by Peter Balogh and styles 'came alive' each time the 'cover' opened. Delicious dainties were provided by Vera Baker and the staff of the Cafeteria. Hostesses were Mrs. W. A. Farr, Mrs. G. L. Bobbitt, Mrs. H. J. Flaman, Mrs. J. R. Morris, Mrs. L. M. Piett, Mrs. D. D. Radford. Servers were Phemie Boak, Helen Donison, Beth Duckett, Hettie Hamm, Vivian Holland, Eva Keast, Myrl McLeod, Betty Simard, Ivy Simpson, Valerie Sweeney, Babs Zaran.

(FOOTNOTE: Many employees have expressed interest in seeing the Show and while it could not be arranged this year, the Social Club president is looking at possibilities for next year.)









GUESS WHO?

Since you don't know — we won't tell you! Only our mystery man knows for sure.

SEARS - SOCIAL SCENE

Customer Service Dept. presented TERRY WEIMER with a set of wine glasses on the occasion of her leaving the Dept. to take up housekeeping.

On January 24, 1975, Group Operating 1 — 7th floor presented DEBBIE YANKO with jewellery and wished her all the best on her new job.

February 6th, MISS DOREEN LOESSEL, Customer Accounts, was presented with a candle holder on behalf of her co-workers. In the evening a lovely dinner was held at the Copper Kettle where she was presented with a yellow flowered corsage. Best of Luck on your new job, Doreen.

February 24th, the office staff of Customer Accounts held a supper at the Bok-O-Ria for Mr. BRIAN GREENSIDE. Brian was transferred to take the position of Collection Manager at Victoria, B.C. On February 27th Brian was presented with an attache case along with other gifts from the staff. He was active throughout the sore on various committees and will be missed by all. "Latest word received from Brian that the coast is great, only now he's traded his Snow Shovel for an UMBRELLA."

EDNA (AUSTIN) TANNER left the company January 31st, after 21 years and 4 months service. Mr. Jolly presented Edna with 2 pieces of luggage on behalf of the staff and her friends throughout the building. Since October 16, 1944, Edna had worked as a checker, part-time clerk in Catalogue Shopping, full-time in Telephones as an Order Clerk, switchboard operator combination clerk and in Departments #6, #1 and #64. On November 15th, while on vacation, Edna married Lloyd Tanner, which was a pleasant surprise to all. Congratulations Edna, and Best of Luck.

HOSPITALIZATION — **SEARS**

Doris Scheiffert	Telephones
Amanda Iverson	
Jeanne Goebel	. Dept. 145
Bill Kirko	Drivers
Evelyn Swayze	Supplies
Bernice Clifton Catalogu	e Shopping
Lydia Geib	. Dept. 155
Donna Cowles	. Dept. 150
Marlene Culbert	Group 4
Irma Gatenby Service	e & Repair

BEREAVEMENTS — SEARS

Emma Kelln, Dept. 150, bereaved with the death of her father.

Joe Bolingbroke, Pensioner, bereaved with death of his wife, Eliza, February 3rd.

Dorothy McDonald, Catalogue Shopping Centre, bereaved with the death of her mother.

William White, Pensioner, passed away February 4th a White.

ary 4th, age 75.
Irene Bone, Dept. 144, and Grace Schoenthal,
Dept. 170P, bereaved the death of their mother,
Mrs. Edna Both.

Louise Shannon, Packing Dept., bereaved the death of her seven-year-old daughter, Denise.

Edna Seendwall, Drivers Dept., was bereaved by the death of her husband.

BEREAVEMENTS — SIMPSONS

Mary Wagner, 827-30, has been bereaved by the death of her mother, Mrs. Lena Sanson, February 1st.

Edward Prince, 853—Assistant Manager, be-reaved by the death of his father, Mr. Charles Prince on Monday, February 10th. William Stuemer, C & W, bereaved by the death of his mother on February 15th.

Bertha Craig, Credit, bereaved by the death of her brother, Mr. R. Domes on Thursday,

February 13th, in Edmonton.

Marie Chambers, Service Assistant of Customer Service, was bereaved by the death of her father, March 14th.



The most valuable gift you can give another is a good example.

Opportunity may knock only once, but temptation keeps on banging.

Wisdom is knowing that you are not always wise.

Jones: "Look at that bunch of cows!"

Smith: "Not bunch - herd."

Jones: "Heard what?"
Smith: "Herd of cows!"
Jones: "Sure, I've heard of cows."

Smith: "I mean a cow herd!"
Jones: "What do I care if a cow

heard? I didn't say anything I shouldn't have."

WOLF: A guy who knows all the ankles.

No one is perfect, but many of us are impossible.

If you can't write it down and sign it, don't say it. 11

SEARS SASKATCHEWAN CURLING CHAMPIONSHIP

The 5th Annual Saskatchewan Curling Championship was held in Saskatoon, March 2, 1975.

Mark Strudwick and his Regina rink won the Saskatoon Bonspiel Championship by sweeping to four straight wins without a defeat. Mark was capably supported by his wife, Audrey, at Third; Second, Charlie Swift, and Lead, Emily Swift.
Mr. Wib Pearce, the Saskatoon General Manager, presented the trophies to the

victorious team.

As it turned out it was an all Regina final as Mark defeated John Pardy in the

final. John was backed by Trudy and Derek Forsyth, along with Lead, Jean Powell.

In the "B" event, Ken Thiess (pronounced "Tice") upset the Saskatoon Controller, Big, Bad George Hunter, in an all Saskatoon final.

The "C" event was won by Lyle Piett, when he defeated Don Clossen in the final. Piett, the 1974 winner was again supported by his wife, Anne, his daughter, Linda, and Peter Waskul.

Ed Adamson, Jim Hoeght and the remainder of the Saskatoon Committee must be congratulated for organizing a very successful Bonspiel. There were teams from Saskatoon, Regina, Moose Jaw and Prince Albert, participating.

Regina has now won the last two Bonspiel Championships, but since Saskatoon

won the first three, Regina will attempt to even the count in 1976.

For the first time in the five year history of the "Sears 'Spiel", a woman was play-

ing third on the winning rink.

Next year's Bonspiel will be held in Regina, at the Curlodrome on Sunday, February 29th, 1976. See you there.



SEARS SPORTS — CURLING

CONGRATULATIONS are extended to the LYLE PIETT RINK who won the Co-op event during a recent bonspiel. The win was attributed to the fine curling ability of: Lyle Piett, Skip; Bill Addie, Third; Irv Koster, Lead; Peter Waskul, Second.